

Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-43 (Canceled)

44. (new) A method for implementing an information distribution campaign to end users of a data network, the data network including at least one server system associated with a campaign provider, and including at least one client system associated with an end user, the method comprising:

receiving, from an external source, keyword information relating to a first information distribution campaign;

generating, using the at least a portion of the keyword information, campaign information relating to the first information distribution campaign;

identifying a first portion of content to be displayed on the client system;

selecting for markup, using at least a portion of the campaign information, a first portion of text of the first portion of content, the first portion of text corresponding to text which is to be displayed to the user; and

performing markup operations on said first portion of text to thereby generate a first portion of marked up text.

45. (new) The method of claim 44 wherein the campaign information is associated with a first advertisement, the method further comprising:

selecting the first advertisement from a plurality of advertisements for presentation on the client system.

46. (new) The method of claim 44 wherein the first portion of text is contextually associated with at least a portion of the keyword information.

47. (new) The method of claim 44 further comprising:

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displaying the marked up text to the user, wherein the displayed marked up text includes the first portion of text which has been formatted in accordance with the markup operations.

48. (new) The method of claim 44 wherein the first information distribution campaign corresponds to an advertising campaign associated with a first advertiser.

49. (new) The method of claim 48 wherein the selection of the keyword information is performed by the first advertiser.

50. (new) The method of claim 48 further comprising charging the first advertiser for clicks that the user has performed on keyword information which was marked up on the client system.

51. (new) The method of claim 50 wherein the first advertiser is charged on a cost-per-click basis.

52. (new) The method of claim 44 wherein the markup operations result in marked up text which has a visual appearance that is different than a non-marked up version of the first portion of text.

53. (new) The method of claim 52 wherein the marked up text includes a link based on information included campaign information.

54. (new) The method of claim 52 wherein the marked up text corresponds to keyword information selected by a campaign provider.

55. (new) The method of claim 52 wherein the marked up text corresponds to keyword information selected by an advertiser.

56. (new) The method of claim 44 wherein the first portion of content corresponds to a web page retrieved from a web site.

57. (new) The method of claim 44 wherein the first portion of content corresponds to a frame in a web page retrieved from a web site.

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58. (new) The method of claim 44 further comprising displaying at least a portion of the first portion of content to the end user via a browser application.

59. (new) The method of claim 44 wherein the generating of the campaign information is implemented at the server system.

60. (new) A system for implementing an information distribution campaign to end users of a data network, the data network including at least one server system associated with a campaign provider, and including at least one client system associated with an end user, the system comprising:

at least one processor;

at least one interface operable to provide a communication link to at least one other network device in the data network; and

memory;

the system being operable to:

receive, from an external source, keyword information relating to a first information distribution campaign;

generate, using the at least a portion of the keyword information, campaign information relating to the first information distribution campaign;

identify a first portion of content to be displayed on the client system;

select for markup, using at least a portion of the campaign information, a first portion of text of the first portion of content, the first portion of text corresponding to text which is to be displayed to the user; and

perform markup operations on said first portion of text to thereby generate a first portion of marked up text.

61. (new) The system of claim 60 wherein the campaign information is associated with a first advertisement, the system being further operable to:

select the first advertisement from a plurality of advertisements for presentation on the client system.

62. (new) The system of claim 60 wherein the first portion of text is contextually associated with at least a portion of the keyword information.

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63. (new) The system of claim 60 being further operable to:
display the marked up text to the user, wherein the displayed marked up text includes the first portion of text which has been formatted in accordance with the markup operations.

64. (new) The system of claim 60 wherein the first information distribution campaign corresponds to an advertising campaign associated with a first advertiser.

65. (new) The system of claim 64 wherein the selection of the keyword information is performed by the first advertiser.

66. (new) The system of claim 64 being further operable to charging the first advertiser for clicks that the user has performed on keyword information which was marked up on the client system.

67. (new) The system of claim 66 wherein the first advertiser is charged on a cost-per-click basis.

68. (new) The system of claim 60 wherein the markup operations result in marked up text which has a visual appearance that is different than a non-marked up version of the first portion of text.

69. (new) The system of claim 68 wherein the marked up text includes a link based on information included campaign information.

70. (new) The system of claim 68 wherein the marked up text corresponds to keyword information selected by a campaign provider.

71. (new) The system of claim 68 wherein the marked up text corresponds to keyword information selected by an advertiser.

72. (new) The system of claim 60 wherein the first portion of content corresponds to a web page retrieved from a web site.

73. (new) The system of claim 60 wherein the first portion of content corresponds to a frame in a web page retrieved from a web site.

74. (new) The system of claim 60 being further operable to display at least a portion of the first portion of content to the end user via a browser application.

75. (new) The system of claim 60 wherein the generating of the campaign information is implemented at the server system.